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*It's the latest thing
in Office Training!*



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A PUBLICATION ESPECIALLY FOR BUSINESS GIRLS . . .

A subscription service with just the right kind of instruction to help girls sharpen skills and develop confidence to see them through any office situation. Written in a style especially for business girls, this is high level instruction that gives a gal the poise and polish of a real professional.

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"What Would You Do?" The techniques in each issue are reinforced by a hypothetical situation. A problem is set up with alternative choices of action. Then "PAM" comments--often humorously--on the various solutions.

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***Add it all up and you have modern, up-to-date training
that business girls find enjoyable as well as beneficial!***



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of actual
issues** ➡

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CONTROL YOUR EMOTIONS!

1. Most of us girls are tempted once in a while to "ham it up." We're female, after all, and therefore victims to all those weaknesses



Pam Says

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THAT OLD DEVIL, FILING!

1. Is there any one of us office girls who escapes filing in some form or other? Pretty dull work, isn't it? Unfortunately, it's also frighteningly important. Good filing is essential for an efficient



Pam Says

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BEING ON TIME

1. Some of the facts of business life are hard to face. Punctuality, for instance. But face it we must. Whether punctuality comes easily—or whether it's a constant effort to "make it on time", being late is a luxury a smart business girl simply doesn't indulge in.



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do a better
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ORGANIZE YOUR WORK

1. Having organized your homelife with the last issue, now let's get organized on the job. Whether you call it work simplification, streamlining, or simply tidying your mind—it must be done.



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THE SECRET INGREDIENT

1. What makes a "wonderful" office girl? Looks? Charm? Brains? Skills? Ask several employers—you'll probably get several different answers. But see if they don't agree on one magic quality—



"Yes, she was always so enthusiastic about her job."
 "Hate to see Mary go."



Pam Says

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GOSSIP AND RUMOR

Office routine gets tedious at times, and women do love to gossip! When there isn't any legitimate news to talk about, there are always people who can invent some.



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Pam Says . . .

to help every office girl
do a better job . . .

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THE SECRET

1. What makes a "Looks? Charm? E several employers several different a they don't agree on

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Pam Says

(SAMPLE ISSUE)

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PERSONALITY PLUS

1. The girl who handles most of our incoming calls has a terrific telephone personality. Just from the way she answers the phone you can tell she is delighted that you called and would love to help you.



- 2.** Hardly a week passes without some customer or supplier taking the trouble to tell us how pleasantly his call was handled. She does an important goodwill job for our organization. You can do the same for your company, your boss, and yourself. Or vice versa. It all depends on your attitude toward the telephone and that unknown person on the other end.

*"That gal who answers
your phone is terrific!"*



- 3.** When the phone rings, it may be anybody—the president of your company, your biggest customer, the boss's wife, or a clerk in the file room. That means there is only one way to answer the phone—ever: promptly and pleasantly! If it happens to be the clerk in the file room, she'll appreciate your courtesy too.

*"Excuse me a
minute, please!"*



- 4.** Sure there are times when the last thing in the world you want to hear is the phone ringing! But the person who calls isn't aware of your problems. And he isn't going to like it a bit if you let the annoyance show in your voice or manner.

*"I'll bet she comes to work
on a broomstick!"*



- 5.** One of the tests of a good secretary is the way she handles the telephone under pressure—calmly, courteously. She doesn't panic, and she doesn't take it out on the innocent party on the other end of the line.



6. Maybe your boss is a V.I.P.—but don't let it show by the haughty way you answer the phone. When you have to screen calls, do it pleasantly, cheerfully and considerately: "May I tell him who is calling?" "May I tell him what you are calling about?" Courtesy pays, from the top down as well as from the bottom up. Answer that phone with personality plus!

*"He won't be back today-- is there
anyway I could help you.?"*



WHAT WOULD YOU DO?

Your boss is out of town for the rest of the week. A customer calls for him by long distance telephone. When you ask if there is anything you can do, he tells you that some merchandise your boss promised him a week ago hasn't arrived. What would you do?



1. Tell the customer you don't know anything about it, but you'll have your boss call him first thing Monday morning.
2. Tell him that, if your boss promised it, it must have been shipped. Assure him it will show up in a day or two.
3. Get enough facts to identify the order. Then tell him you'll investigate and call him back later in the day.

(For Pam's comment on your choice, see next page.)

"What happened to this? The customer is having a fit!"



PAM'S COMMENT:

1. He wants help right now. Is that the best you can do?
2. Very risky. You're not helping a bit—just trying to stall.
3. Good! If you don't know how to check up on the order, get your boss on the phone and find out. If it's a significant customer, maybe you'd better call the boss anyway—he may want to make his own apologies.

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WATCHING YOUR P's and Q's DEPARTMENT

Perhaps you already handle a certain amount of correspondence for the boss. If not, the opportunity may come at any time—be ready for it. When you get a few spare minutes, try phrasing some replies to simple inquiries. Here are some points to bear in mind.

1. Don't try to be so businesslike that you freeze up. Be simple, direct and **friendly**. No matter how impressive the title of the person to whom you are writing, he's probably a pretty nice person. He'd much rather receive a simple, friendly letter than one which sounds as though it were composed by a business machine.
2. Use plain, ordinary English. Don't try to mimic the phrases you've occasionally seen in other business letters. Perhaps you've heard the verse:

We beg to advise you, and wish to state,
That yours has arrived of recent date.
We have it before us, its contents noted;
Herewith enclosed are the prices quoted.
Attached you will find, as per your
request,
The sample you wanted; and we would
suggest,
Regarding the matter and due to the fact
That up to this moment your order we've
lacked,
We hope you will not delay it unduly,
And beg to remain yours very truly.

These phrases are tired—they've been overworked for fifty or a hundred years. Let them rest in peace! Be your own pleasant self; get to the point and get it over with. The customer will love you for it.

RESERVATION INSTRUCTIONS

John L. Beckley, President, The Economics Press, Inc., 270 Pleasant Valley Way, West Orange, New Jersey 07052

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Please send copies of each issue, one for each girl in our office.

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IF YOU HAVEN'T YET TRIED IT, YOU ARE CORDIALLY
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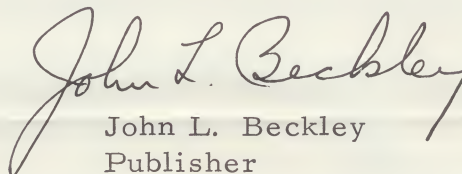
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Don't miss this opportunity to try PAM SAYS for your entire office staff. Send in your reservation card today.

Sincerely,


John L. Beckley
Publisher

"There are many times you would like to say these things to a secretary, but either do not have the time or the inclination to do so. These pamphlets get the message across without involving the boss."

*H. Bowen, Branch Mgr.
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*Miss Rosalie Schwartz, Exec. Sec.
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"We believe that some of the girls have shown an improvement in behavior since receiving PAM SAYS. We find that by distributing these booklets the girls know that our Company has an interest in their future."

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